

ORDER



Orders
Order / Rev: 706124
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/15/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency
Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mandel, J/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	50	\$51,950.00	\$44,157.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	50	\$51,950.00	\$44,157.50	0.00
Totals	50	\$51,950.00	\$44,157.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/14/12	08/20/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-----	:30	0	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- 1---		1				\$650.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$650.00		0.00			
N 2	WKYC	08/14/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-----	:30	0	\$850.00	P-1	0.00	NM	4	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- 1- 1--		2				\$850.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/13/12-08/19/12	M-F 6-7a		6a-7a	-- W - F - - -	:30		(\$850.00)		0.00	NM		
		See MG 2.4,2.5 [NA/Oversold]													
	4	NKYC	08/18/12-08/18/12	Sat Prime A		8-9p	----- Sa - -	:30		\$1,025.00		0.00	NM		
		Ⓜ MG for 13.1,2.1													
	5	NKYC	08/18/12-08/18/12	Sat Prime Other		Various	----- Sa - -	:30		\$1,025.00		0.00	NM		
		Ⓜ MG for 13.1,2.1													
		Week: 08/20/12	08/26/12	1-----		1				\$850.00		0.00			
N 3	WKYC	08/14/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	-----	:30	0	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- 1- 1---		2				\$850.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$850.00		0.00			
N 4	WKYC	08/18/12	08/18/12	SAT TDY	CM	7a-9a	----- S-	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00

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Advertiser: Mandel, J/ US Senate
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 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					1	\$850.00		0.00			
N 5	WKYC	08/19/12	08/19/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
Channel 3 News Sun 9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S					1	\$850.00		0.00			
N 6	WKYC	08/14/12	08/20/12	M-F 9-10a Today II	CM	9a-10a	11-----	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-1-----					1	\$375.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	1-----					1	\$375.00		0.00			
N 7	WKYC	08/14/12	08/20/12	Live on Lakeside Segments	CM	Live on Lakeside S-	1-1---	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
Live on Lakeside Segments															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-1-1---					2	\$250.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----					0	\$250.00		0.00			
N 8	WKYC	08/14/12	08/20/12	M-F 3-4p	CM	3p-4p	1-1----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--1----					1	\$350.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	1-----					1	\$350.00		0.00			
N 9	WKYC	08/20/12	08/20/12	M-F 4-5p	CM	4p-5p	M-----	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
Ellen Degeneres															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	M-----					1	\$425.00		0.00			
N 10	WKYC	08/14/12	08/20/12	M-F 5-6p	CM	5p-6p	1-1----	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--1----					1	\$650.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	1-----					1	\$650.00		0.00			
N 11	WKYC	08/14/12	08/20/12	M-F 6-630p	CM	6p-630p	-----	:30	0	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
Channel 3 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--11---					2	\$1,800.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----					0	\$1,800.00		0.00			
N 12	WKYC	08/14/12	08/20/12	M-F 7-730p	CM	7-730p	-1-1---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
Channel 3 News at 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-1-1---					2	\$1,200.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	-----					0	\$1,200.00		0.00			
N 13	WKYC	08/14/12	08/20/12	M-F 730-8p	CM	730-8p	1--1---	:30	2	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---1---					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/13/12-08/19/12		M-F 730-8p	730-8p		---Th-----	:30		(\$1,200.00)		0.00	NM		
See MG 2.4,2.5 [Game]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	1-----					1	\$1,200.00		0.00			
N 14	WKYC	08/14/12	08/20/12	M-F 11-1135p	CM	11-1135p	1-11---	:30	3	\$2,800.00	P-1	0.00	NM	3	\$8,400.00
Channel 3 News at 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--11---					2	\$2,800.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	1-----					1	\$2,800.00		0.00			
N 15	WKYC	08/14/12	08/20/12	Tonight Show	CM	1135p-1237a	11-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-1-----					1	\$600.00		0.00			
Week: 08/20/12		08/20/12	08/26/12	1-----					1	\$600.00		0.00			

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 Product Desc: WKYC
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N16	WKYC	08/14/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- 1- 1- - -	:15/:15	2	\$850.00	P-1	0.00	BK	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- 11- - -		2				\$850.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$425.00		0.00			
N17	WKYC	08/14/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	- - 1- 1- -	:15/:15	2	\$850.00	P-1	0.00	BK	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- 1- -		2				\$850.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$850.00		0.00			
N18	WKYC	08/14/12	08/20/12	EN (M-F) EN (M-F)	CM	6p-730p	11- - 1- -	:15/:15	3	\$1,800.00	P-1	0.00	BK	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- 1- -		2				\$1,800.00		0.00			
		Week: 08/20/12	08/26/12	1- - - - -		1				\$1,800.00		0.00			
N19	WKYC	08/14/12	08/20/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	- 1- - 1- -	:15/:15	2	\$2,800.00	P-1	0.00	BK	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- 1- -		2				\$2,800.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$2,800.00		0.00			
N20	WKYC	08/14/12	08/20/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- 1- - - -	:15/:15	1	\$650.00	P-1	0.00	BK	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- - -		1				\$650.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$650.00		0.00			
N21	WKYC	08/14/12	08/20/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	- - - - - S-	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - - - - S-		1				\$850.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$0.00		0.00			
N22	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	- - - - - S	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - - - - S		1				\$850.00		0.00			
N23	WKYC	08/14/12	08/20/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- - - 1- - -	:15/:15	1	\$375.00	P-1	0.00	BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - - 1- - -		1				\$375.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$375.00		0.00			
N24	WKYC	08/14/12	08/20/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	1- 1- - - -	:15/:15	2	\$250.00	P-1	0.00	BK	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- - - -		1				\$250.00		0.00			
		Week: 08/20/12	08/26/12	1- - - - -		1				\$250.00		0.00			
N25	WKYC	08/14/12	08/20/12	M-F 3-4p The Doctors	CM	3p-4p	- - - - 1- -	:15/:15	1	\$350.00	P-1	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - - - 1- -		1				\$350.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$350.00		0.00			
N26	WKYC	08/14/12	08/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	1- 1- - - -	:15/:15	2	\$1,200.00	P-1	0.00	BK	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- - - -		1				\$1,200.00		0.00			
		Week: 08/20/12	08/26/12	1- - - - -		1				\$1,200.00		0.00			
N27	WKYC	08/14/12	08/20/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- 1- - - - -	:15/:15	1	\$1,200.00	P-1	0.00	BK	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- - 1- - - -		1				\$1,200.00		0.00			
		Week: 08/20/12	08/26/12	- - - - -		0				\$1,200.00		0.00			
N28	WKYC	08/14/12	08/20/12		CM	1135p-1237a	- - - 1- - -	:15/:15	1	\$600.00	P-1	0.00	BK	1	\$600.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show															
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---1---	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/13/12-08/19/12		Tonight Show	1135p-1237a		---Th----	:15/:15	(\$600.00)	0.00	BK				
See MG 28.2															
[NA/Oversold]															
2	NKYC	08/18/12-08/18/12		Sat 7-730P	7-730p		-----Sa-	:15/:15	\$600.00	0.00	BK				
Ⓜ MG for 28.1 08/16															
Week:		08/20/12	08/26/12	-----	0		\$600.00		0.00						
													Totals	50	\$51,950.00